In this issue we bedevil

CHARLIE'S ANGELS

...barb Barbra's

A STAR IS BORN ...slip a Mickey to

DISNEY WORLD

...turn the tables on

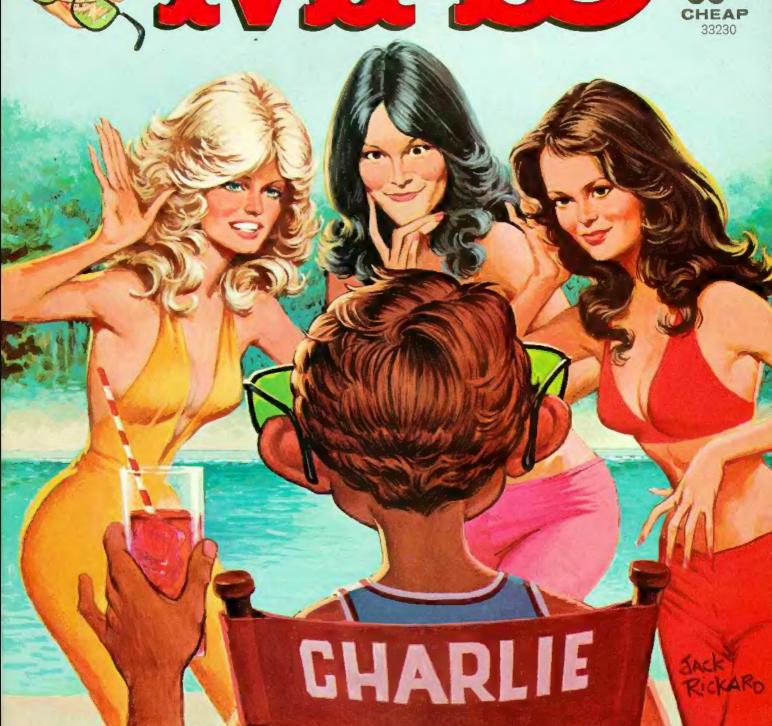
POLISH JOKES ...and

AMY CARTER



No. 193 Sept. '77 our price

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MAJO

"Summer is the time of year when there's not much on TV
...or on the girls at the beach!"—Alfred E. Neuman

WILLIAM M. GAINES publisher ALBERT B. FELDSTEIN editor

JOHN PUTNAM art director LEONARD BRENNER production JERRY De FUCCIO, NICK MEGLIN associate editors JACK ALBERT lawsuits

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO, DAVID FRAZIER subscriptions

CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

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MAD—Sept., 1977, Valume 1, No. 193. Published monthly except February, May, August and November, by E.C. Publications, Inc., 485 MADIson Avenue, New York, N.Y. 10022. Second Class Postage poid at New York, N.Y. Subscription: In U.S.A., 15 issues \$9.00. Outside U.S.A., 15 issues \$10.00. Allow 10 weeks for change of address to become effective. Entire cantents copyright © 1977 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The name of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

VITAL FEATURES

A STAR'S A BOMB (Movie Satire) Pg. 4





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MORE "AMERICAN JOKES" THEY'RE TELLING IN POLAND Pg. 27

CASEY AT THE TALKS Pg. 39





CHURLIE'S ANGLES (TV Show Satire) Pg. 43

MARATHON MESS

My compliments on every aspect of "Marathon Mess." Hart and Drucker apply caught all the salient points of the movie and turned them to their usual excellent witty ends.

> Daniel G. Kuttner Los Angeles, Calif.

Hart and Drucker out-distanced the "master race"!

Jimmy Sweitzer Sunderland, Md.

I think Dustin Hoffman was just winded after all the racing around he did in "Gall Of The President's Men".

Jeff Gwynne Bow, N..H.

"Marathon Mess" got me in the jogular! Donald Lindstrom Park Ridge, N.J.

THE JAZZYSLUMS

Stan Hart and Angelo Torres did a nice job on "The Jazzyslums" though I don't think they're quite ready for "Roots".

David Harwitz Philadelphia, Pa.

SOBSESSION

Larry Siegel's "Sobsession" was a "far cry" from that sad, silly, superstitious, soap opera of a screenplay. I liked it!

Bonnie Weinstein Yonkers, N.Y.

I was truly impressed with Harry North's softer images in "Sobsession". His style provides a nice contrast to that of the other guys who draw crazy pictures for your magazine. I hope you'll continue to feature his pleasing work.

Linda Waters Houston, Texas

JAFFEE'S FOOTBALL FOLD-IN

Al Jaffee's MAD Fold-In, "Turning Midgets Back Into Giants", was unnecessary roughness. I'd like to see Jaffee meet those "midgets" in a dark huddle!

John Schatz Beaverton, Oregon

* OUTSELLS FARRAH POSTER!! *

Yop, the full-color portrait of Alfred E. Neuman, MAO's "What-Me Worry?" kid -(suitable for framing or wrapping fish) outsells the Farrah Fawcett poster here at our office... because, unfortunately, we don't carry the Farrah Fawcett poster. If we did, we'd be making a buck instead of trying to peddle this majors disaster. In be a little angel, Charlie! Help us make a buck! Order Alfred today! Send-35c for one, 75c for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to: MAD, 485 MADIson Avenue, N.Y., N.Y., 10022



CHILDREN OF THE NIGHT

While in the dungeon we came across a faded copy of your jaded magazine. Again, MAD showed double vision in your April '77 issue with the article entitled "If Fictional Characters Lived In The 'Real' World Of Today". We are actually real characters who live in the fictional world of today. You buried us with laughter when you incorrectly named us: "The Frankenstein Monster And Friends". In dead earnest, our correct

name is: "Children Of The Night". We are a Rock and Horror Band with the Frankenstein Monster on bass, Wolfman on drums, Igor on piano (as depicted in your illustration), Mummy on sax, Mr. Hyde on trumpet, and the Count (Dracula, not Basie) on guitar. Your magazine is closer in reality than most people suspect! No ghouling.

Children Of The Night Glen Head, New York



SHAKESPEARE'S QUOTATIONS

"A MAD Treasury Of Shakespeare's Lesser Known Quotations" omitted a particularly profound one: All the world's a Stage, but there's too long an Intermission between issues of MAD!

Joanne Luskin Woodmere, N.Y.

Referring to MAD, Shakespeare also said: Full of stories and trash, signifying nothing!

Dan Mulligan

That which we call an Alfred by any other name would still be as MAD!

Steve Centonzo Brooklyn, N.Y.

Salem, Oregon

MAD GUIDE TO PARENTAL HANG-UPS

In "The MAD Guide To Parental Hang-Ups", you left out one. Parents have hang-ups about MAD magazine, because it tells about Parental Hang-Ups!

Raymond Guajardo Del Valle, Texas

ONE DAY IN ALASKA ... AND EGYPT

Enjoyed "One Day In Alaska," but you should inform Don Martin and Don Edwing that there are no totem poles north of the Pan Handle of Alaska. Totem pole artists were Tlingit and Haida Indians.

Harvey Spencer Cordova, Alaska

I found Don Martin's "One Day In Egypt" Pharaohly funny.

Ben Freiwald Eureka, Calif.

DISTINCTIVE MAD EPITAPHS

"Epitaphs", by Jacobs and Clarke, was deathless poetry.

Greg Claus Troy, N.Y.

Frank and Robert Made a blunder; Now they're teamed up Six feet under.

Gary Graff Dover, N.J.

l read a MAD
It was full of trash;
While trying to burn it
I wound up ash.

Stan Grisnik Clairton, Pa.

"Epitaphs" was a real R.I.P.-off!
Pat Fortune
Ottawa, Ont.,
Canada

MAD CLASS CONSCIOUSNESS

I have a son who is in the Peace Corps in Korea. He is teaching Conversational English at Hyoseong Women's College in Daegu. They have a student body of about 4000. I have been sending him MAD regularly, which he uses in the classrooms to explain and compare our sense of humor to theirs. He claims they gm wild over MAD. I thought you'd like to learn how MAD is helping people all over the world to understand each other better.

Mrs. Cecelia A. Laturnau Woodsville, New Hampshire

RANSOM NOTE COVER

I made the ransom payment, as prearranged, at my local newsstand. The "gobetween" wasn't too happy about counting all my unmarked pennies!

Allyn Rose Tenafly, N.J.

Please bring about Alfie's immediate release! Who knows what perverted and psychopathic things he'll do to his captors. Tim Rife

Lancaster, Pa.

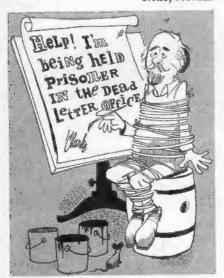
At last, the abduction is on the other foot! I've been a captive of MAD for years and no one has bothered to spring me.

Irma Zwan West Vancouver, B.C., Canada

Your cover on issue #191 was catchy, but I still say, "Who wants him?"

Alan Goren Brooklyn, N.Y.

We have Bob Clarke. If you ever want to see him in MAD again, print this letter! Scott Gosar Reno, Nevada



Ransom Cover Artist Hostage Bob Clarke YOU DON'T GIVE A ...

Bob Jones's work on "You Don't Give A %#*&!★?" (Did I spell that right?) was very good, but don't you think MAD's about ready to spell out expletives? Percent signs and ampersands and stars seem sort of outdated nowadays. Besides, you left out 4, which is one of my favorite euphemism marks, not to mention @ !

Timothy O, Lane Baldwin Park, Calif.

WE'D LIKE TO SEE THE DAY WHEN ...

I hate to have to contradict you, but you made a mistake in "We'd Like To See The Day When ...": Politicians who break the law are treated like any other crooks! Their life sentences last a few months, "like any other crooks."

F. Soudee Washington, D.C.

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... and EGGSPOSE some EGGSTRAVAGANT EGGSPENDITURES

... and EGGSPLODE some EGGSAMPLES of EGGSPLOITATION

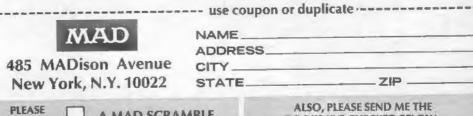
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The ides of MAD	Dr. Jekyll & Mr. MAD
Fighting MAD	Steaming MAD
The MAD Frontier	MAD At You
MAD in Orbit	The Vintage MAD
The Voodoo MAD	The Cuckoo MAD
Greasy MAD Stuff	Hooked On MAD
Three Ring MAD	The Medicine MAD
Self-Made MAD	DON MARTIN Steps Out
	DON MARTIN Bounces Back
☐ The MAD Sampler ☐ World, World, etc. MAD	OON MARTIN Drops 13 Stories
Raving MAD	DON MARTIN's Captain Klutz
Boiling MAD	DON MARTIN Cooks
Questionable MAD	DON MARTIN Comes On Strong
	DON MARTIN Carries On
☐ Howling MAD	DON MARTIN Steps Further Out
The Indigestible MAD	DAVE BERG Looks at the U.S.A.
Good 'n' MAD	DAVE BERG Looks at People
	DAVE BERG Looks at Things
Hopping MAD	DAVE BERG Modern Thinking
The Portable MAD	DAVE BERG Our Sick World
MAD Power	DAVE BERG Looks at Living
The Dirty-Old MAD	DAVE BERG Looks Around
Polyunsaturated MAD	The All-New SPY vs. SPY
The Recycled MAD	
The Non-Violent MAD	SPY vs. SPY Follow Up File

COOK

	BOOKS I'VE CHECKED BELOW:
	☐ 3rd MAD Dossier of SPY vs. SPY ☐ 4th MAD Classified SPY vs. SPY
	A MAD Look at Old Movies
	Return of MAD Old Movies MAD-Vertising
	A MAD Look at TV
	A MAD Guide to Leisure Time
	AL JAFFEE's Snappy Answers
	AL JAFFEE's MAD Book of Magic
	More AL JAFFEE Snappy Answers
	AL JAFFEE'S MAD Monstrosities
	Still More JAFFEE Snappy Answers
	☐ Aragones's "Viva MAD" ☐ Aragones's MAD about MAD
	Aragones's MAD-ly Yours
	Aragones's In MAD We Trust
	Aragones's MAD as the Devil
	MAD for Better or Verse
	Sing Along With MAD MAD About Sports
É	MAD About Sports
	More MAD About Sports
	MAD's Talking Stamps MAD Word Power
	The MAD Jumble Book
	Politically MAD
	MAD Cradle to Grave Primer
	The MAD Book of Revenge
	MAD's Turned-On Zoo
	Clods' Letters To MAD

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ROCK OF AGED DEPT.

Forty years ago, Hollywood made a film about an unknown girl from a small town who comes to Hollywood and becomes a movie star. The film was a huge success. A few years later, they decided to make the same picture over... and again it was a hit. Now, they've made the picture for the third time, only it's not about an actress, but a singer; and the background isn't the movies, but the Rock Music scene. Well, you know how Hollywood works: Keep doing something until you get it wrong! Which is what they did! Yep, even with a Superstar like Barbra Streisand in full control of production, this new version clearly demonstrates once again that, most of the time, when a Superstar with a super ego attempts to step beyond her talent as a performer

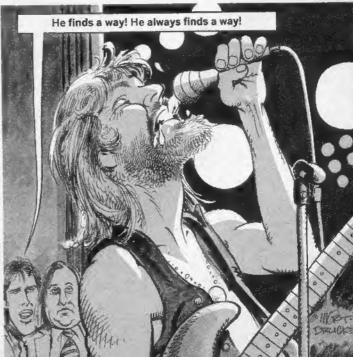


		10-10						
strange s	Fresh air! Lig Some dumb and clown just joint opened a I che	! Quick! Pass her down! Pass her down!	Who ordered a blonde, medium rare??	Me!! Anyone got change for a five?	And to think, I wasted all those years going to dumb ballgames and buying hot dogs!	Man, these ticket prices are ridiculous! Who gets the money?	It all goes to Cancer! Good! That's a terrible disease!	What disease?!? That's the name of the Rock Group up there!
						1		
How did you like the earthquake this morning?	Is THAT what it was?! And I thought this Rock Concert had started EARLY!!	Get your Elton John T-Shirts! Stevie Wonder Sweat Socks!! Alice Cooper Panty-Hose!	What'll you give me for these Paul McCartney Jockey Shorts?	Nothing! a pair ye While he WEARII them	was Jii	Get them off the stage! Bring on m Normie Howie! ho wants to hear a bunch of old "Has-Beens"!?!	I'm tired of going down Memory	I never heard of this group! When were they famous? Yesterday!
					000		GP CO	
								63





























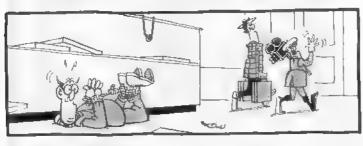
ONE MONDAY AFTERNOON IN A DOWNTOWN JEWELERY STORE















There's strange new trend in the Name That Consumer Product segment of Industry. It's the "Give it a PAIR of names that tell what it's supposed to do!" trend. Like f'rinstance these familiar products:

SHOW AND SELL DEPT.



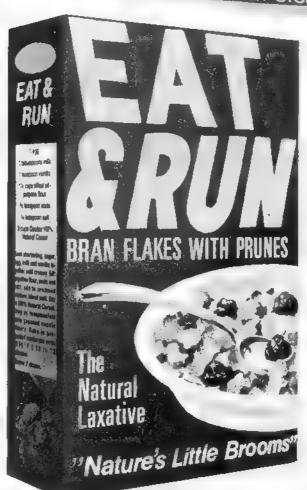


MAD PRODUCTS WITH



















Well, we at MAD think this dumb trend will be carried to idiotic lengths and we'll soon be seeing things like these...

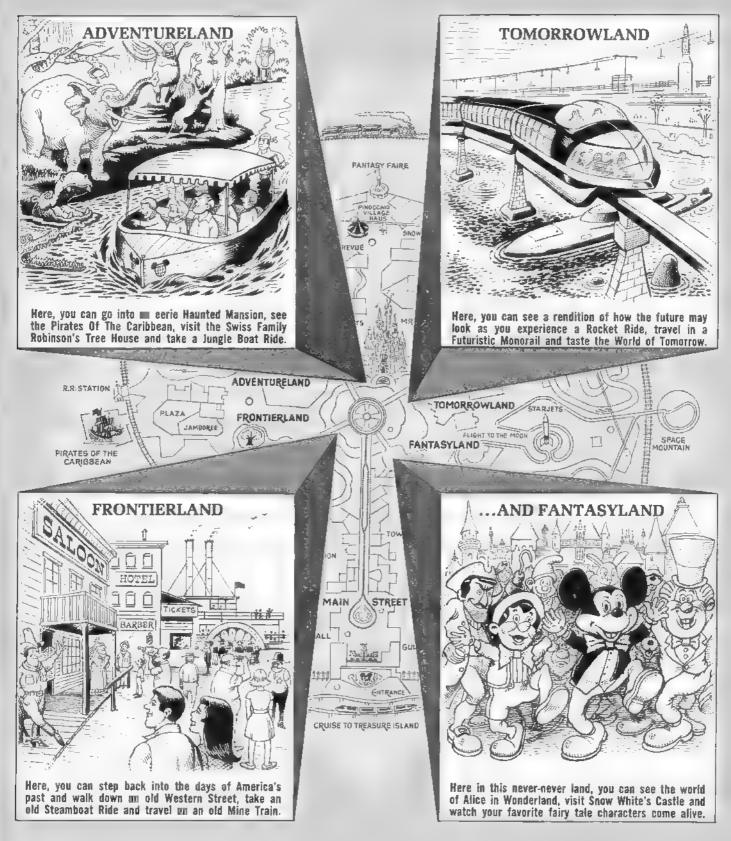
PAIRED NAMES

THAT TELL WHAT IT

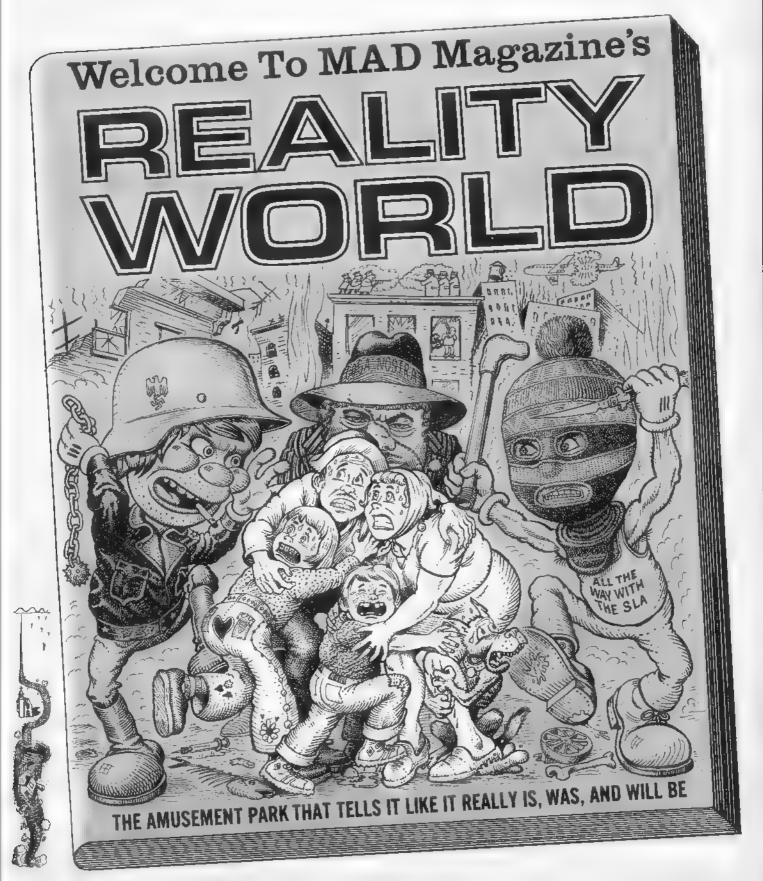


UNBECOMING ATTRACTIONS DEPT.

Anyone who has been to Florida or California is probably familiar with Disney World and Disneyland. They are, of course, the fantastic, multi-million dollar amusement parks which allow visitors to step into an incredible, make-believe world of fun and splendor, and are basically divided into these four sections:



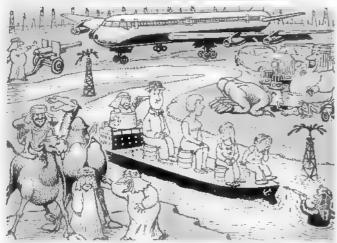
Well, all that is fine, and a lot of fun. But, let's face it, it's not really telling it like it is, or was, or the way it's going to be. If we at MAD were building an amusement park, we'd make it a little more down-to-earth and a lot more up-to-date. In fact, the Guide Book to it would look something like this:



ADVENTURELAND

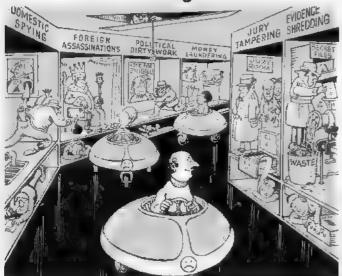
BELLA RAS PAR PORTO DE LA CONTRACTOR DE

The Pirates Of The Middle East



Take an exciting ride on miniature oil tanker through Middle Eastern waters. Thrill to realistic gushing oil wells. See life-like American oilmen licking the feet of wealthy Arab sheiks, who raise millions of barrels of oil every day and oil prices every week. Marvel at the realistic aura of earthy Arab life. Smell the pungent scent of Camel dung. Smell the even more pungent scent of Arab dung. Chuckle as cute little armed Arab terrorists hijack make-believe planes, make-believe trains, and your own real tanker. Most visitors will be released immediately. However, Jewish visitors are advised to bring several changes of clothes and minimum of three week's rations.

The CIA Jungle Ride



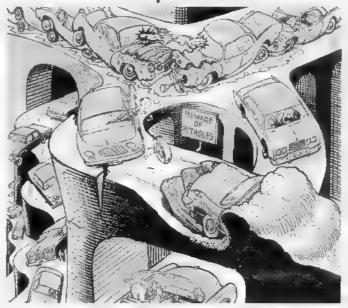
Enjoy memorable experience riding your own car through the CIA Jungle and watching life-like models of real CIA agents bugging citizens, aliens and each other. Thrill as you see them dispose of a different World Leader every 17 minutes and start a new War every 30 minutes. You'll laugh . . . you'll cheer . . . you'll talk about this ride for months to come. But you'd better say nice things about it because this car . . . and your house back home . . . are also being bugged, and they'll know exactly what you're saying.

It's A Crime World After All



Go on a never-to-be forgotten trip through the thrilling world of Organized Crime. See cunning little Mafia dolls from countries all over the world. Hear them sing that catchy theme song, "It's A Crime World After All!" in 14 unmistakable tongues: French, German, Spanish, Japanese, etc., all in one unmistakable accent: Sicilian. See them display their worldly possessions: Factories, Businesses, Judges, Police Chiefs, Congressmen. Watch realistic dolls representing people from all over the world as they smile with their eyes, laugh through the mouth and pay through the nose. See how the Mafia controls everything. Rides depart every 20 minutes. Return trips depend on you, and how you cooperate. They also control this amusement park.

The Splatterhorn



Savor the countless thrills of our most breath-taking ride as you take the wheel of a real automobile and go speeding up and down twisting roads . . . making death-defying turns, screeching stops, and blood-curdling collisions. This is an once-in-a-lifetime flirtation with death for fun-loving people who have never driven "The Indianapolis 500". . . or never tried to park their cars in a 4-story indoor garage.

TOMORROWLAND

The Haunted White House



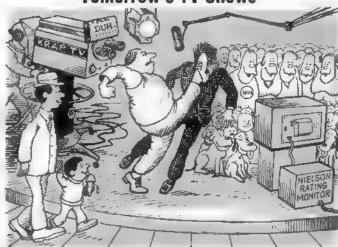
Take a mind-boggling trip into Tomorrow when the American Presidency no longer exists, and the country is ruled by the CIA, the Teamsters Union, and 10 Multinational Corporations. Visit The Haunted White House of bygone days, and re-live old Presidential memories. See skeletons of past Presidents pop from closets, and hear ghostly voices of these Presidential eras: 1952-1960—"That is ... what I mean to say ... Well ... But on the other hand ... Er ..." 1960-1963—"Roll me over in the clover ..." 1963-1968—"I give the war in Vietnam one more week ..." 1968-1974—"I am not a crook ..." and 1974-1976—"Duhhhhhhhhhhhhhhhli"

The Movies Of The Future



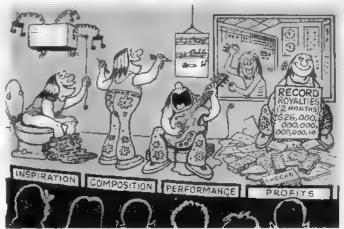
Enter a Hollywood Movie Set of the future. See what will happen when a once sex-starved nation gets bored with all those X-Rated films, and the standard erotic areas of the human body become obsolete because of too much exposure, and new things begin to turn people on. Watch the filming of such new-wave sex films of Tomorrow as "Deep Armpit," "Last Elbow In Paris," and "The Stewardess's Ear-Lobes." Also watch them make the ultimate catastrophe movie of Tomorrow, a logical successor to "The Towering Inferno," and "Earthquake," about how the entire East Coast of the United States is engulfed in a raging, uncontrolled torrent of water in the \$20 million disaster epic, "Toilet."

Tomorrow's TV Shows



Visit typical TV Studio of Tomorrow, and watch future television shows being made. See Tony Orlando kiss a man in his audience for the 812th time and finally get kicked in his teeth. Hear Sonny Bono speak his first three words of coherent English. And discover the most expensive ripoff in TV history, which cost Advertisers and Networks billions of dollars: Namely, that the only members of the Nielsen families who have been watching the so-called "Hit Shows" are 64 infants, 19 Mongoloid idiots and 11 dogs. And the most popular TV shows of the past 20 years were really "The Montefuscos," "Me And The Chimp," "My Mother, The Car" and "Saturday Night—Live—With Howard Cosell."

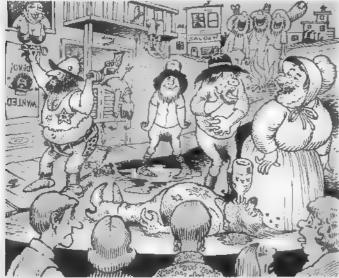
Tomorrow's Music Scene



Visit the Pop Music World of Tomorrow and see just where current music trends will take us. Watch actual pop songs being written in 8 seconds by m puppet representing music British singer. Hear him sing it in an American Western accent, even though he arrived from Liverpool last week. See the song reach Number One on the charts in 2 hours. See it disappear in 3 hours. See the singer collect his profits from the tune and buy Indonesia. Watch m puppet representing Elton John get sick from eating pizza, then rent out Grand Canyon and charge 4 million teenagers \$25 each to hear him burp for 12 hours. Since this isn't much different from what's happening now, the exact same thing can also be seen in the exhibit, "Today's Music Scene."

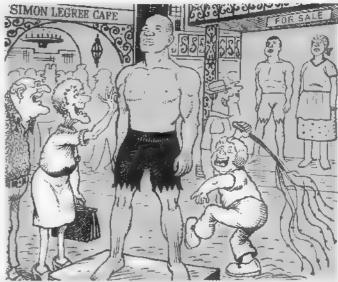
FRONTIERLAND

The Winning Of The West



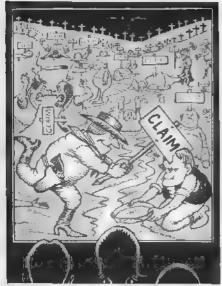
Return to America's colorful past. See we Western Town as it really was, not how it is in the movies. See realistic, dirty, illiterate cowboys and the ugliest women on record. You'll shudder at the realistic foul language, you'll marvel at the realistic mud, you'll puke at the realistic puke. Then gother around a realistic campfire and hear the actual real words of those old familiar cowboy songs like "Home Of The Strange," "Bury Me Now, 'Cause I Got V.D." and "As I Squatted Down In The Streets Of Laredo."

In Old New Orleans



Walk through an amazing replica of New Orleans of the mid-1800's. Eat authentic Shrimp Creale and enjoy one of the true pleasures of the Old South: The "Slave Auction." See realistic puppets of slaves—sold before your very eyes. Get into the fun. Feel their life-like muscles, inspect their almost authentic teeth, whip their quivering backs. Relive your glorious American heritage and buy a slave of your own. They make dandy souvenirs. Wind them up, and they'll pick your cotton, sing spirituals and tap dance.

The Great Gold Rush



Experience great moment in American History as you watch life-like Forty-Niners moving across the continent to California and staking claims, mining gold, boozing, gambling and fighting. See how our important and treasured American values were born . . . namely: Murder, violence, corruption and greed.

Frontier Heroism



Re-live a momentous page in America's past. See realistic renditions of U.S. Cavalrymen in action, paving the way for young nation's Westward Expansion. See them galloping off into the sunset, charting the American Dream, capturing the American Imagination... and screwing the American Indian.

Religion In Action

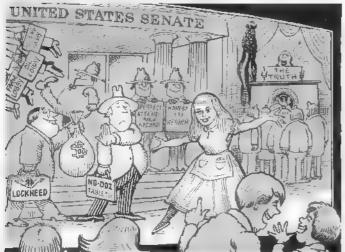


See Religion in action in America's past. Watch life-like families turn to God and prayer in their hours of need. See realistic pioneers praying for strength to survive the rigorous life, for ability to reach spiritual fulfillment, and for steady trigger fingers to shoot Indians in the gut.

FANTASYLAND



Alice in Washingtonland



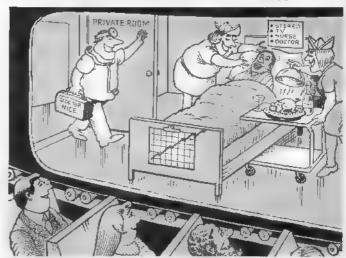
Join one of your favorite story-book characters, Alice, as she visits an incredible never-never land version of Washington, D.C. See life-like Senator puppets engaging in such unbelievable activities as: showing up, staying awake, keeping their mouths closed, turning down bribes, filing honest income tax returns and kicking lobbyists out of their offices. It's a mind-boggling experience in our nation's capital that you will never forget, topped off by one of the most fantastic exhibits of all. See a remarkably realistic puppet of the President actually tell the truth to Congress, the Press and the American people.

Fairyland Of Sports



Visit an eye-popping fairyland of Sports that defies your imagination. Meet incredible football spectators that do not drink beer and who cheer losing coaches for giving a good try. See fantastic dogs who don't foam at the mouth and run across fields during games. See even more fantastic TV announcers who don't foam at the mouth and just announce during games. Watch an unbelievable 290-pound lineman who doesn't decapitate a quarterback after the play is whistled dead . . . and it's an hour later in the locker room. See make backetball team with a real live White player and make hockey team with make real live Black player.

Make-Believe Sickness Castle



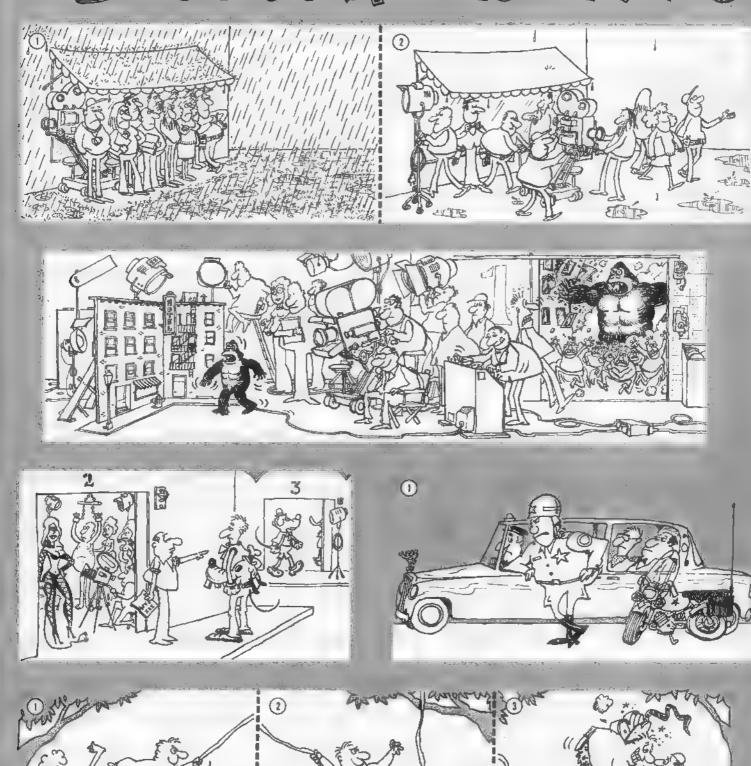
Hop on moving stretcher and enter a make-believe wonderland: A hospital that only exists in dreams. See life-like patients lying in beds that are actually in rooms, not in corridors. See them eating real food, not garbage. Watch realistic-looking doctors walk into rooms and say, "Good morning," without charging \$50 for it. See a patient go through an entire nose jab operation—and live! Marvel at unbelievably pleasant nurses who actually answer buzzers. And most incredible of all, watch materials patient get out of bed and bend over to pick up his slippers, while a nearby nurse never once sticks a thermometer up his behind.

Main Streets, New York City



One of the most fantastic conceptions of New York City ever created. Walk down clean streets with no garbage under foot, and no dog-doo to step over. Gaze in wonder at courteous motorists who stop for pedestrians. Look with astonishment at the absence of muggers. Faint dead away at friendly cops and smiling storekeepers who use "Good Morning," and other foreign expressions. At the completian of ride, leave through the green exit door. For visiting New Yorkers who may be homesick for your real city, leave through the red exit door where you'll be beaten, robbed and raped by realistic mugger puppets.

FILM-FLAM DEPT.



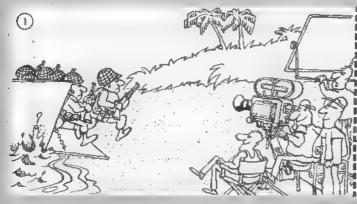
MOVIL MAKINGS



ARTIST & WRITER: SERGIO ARAGONES



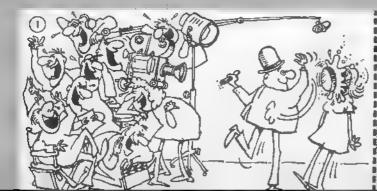


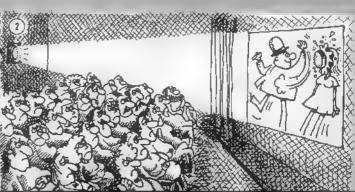


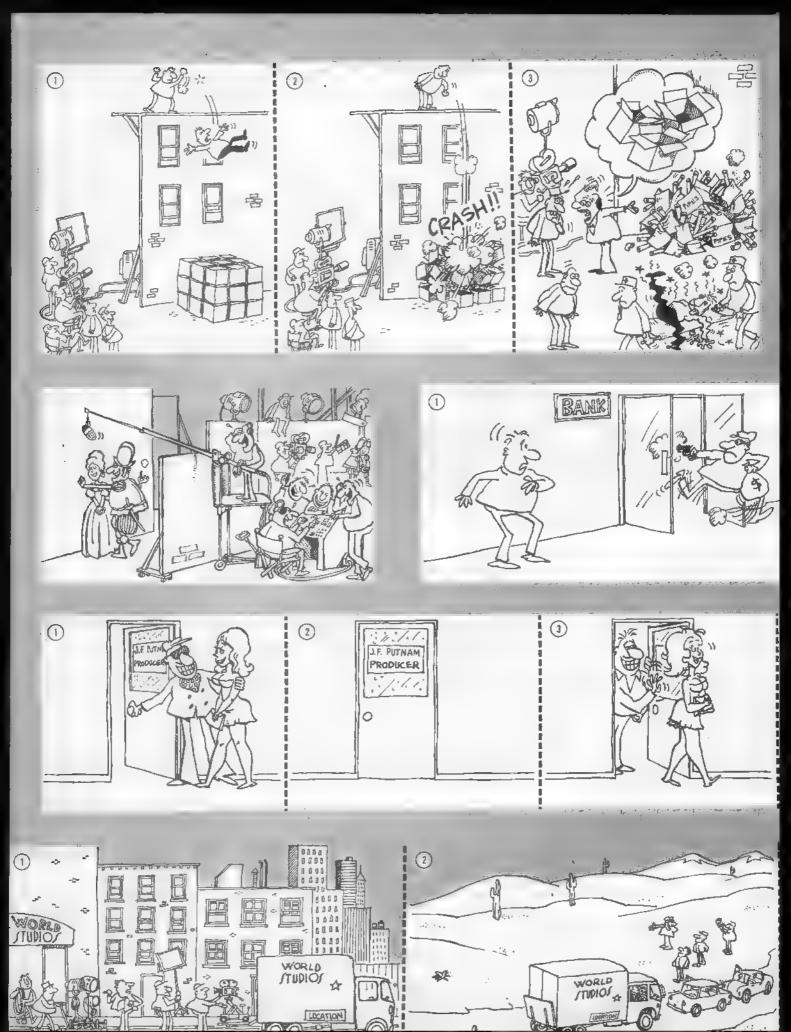


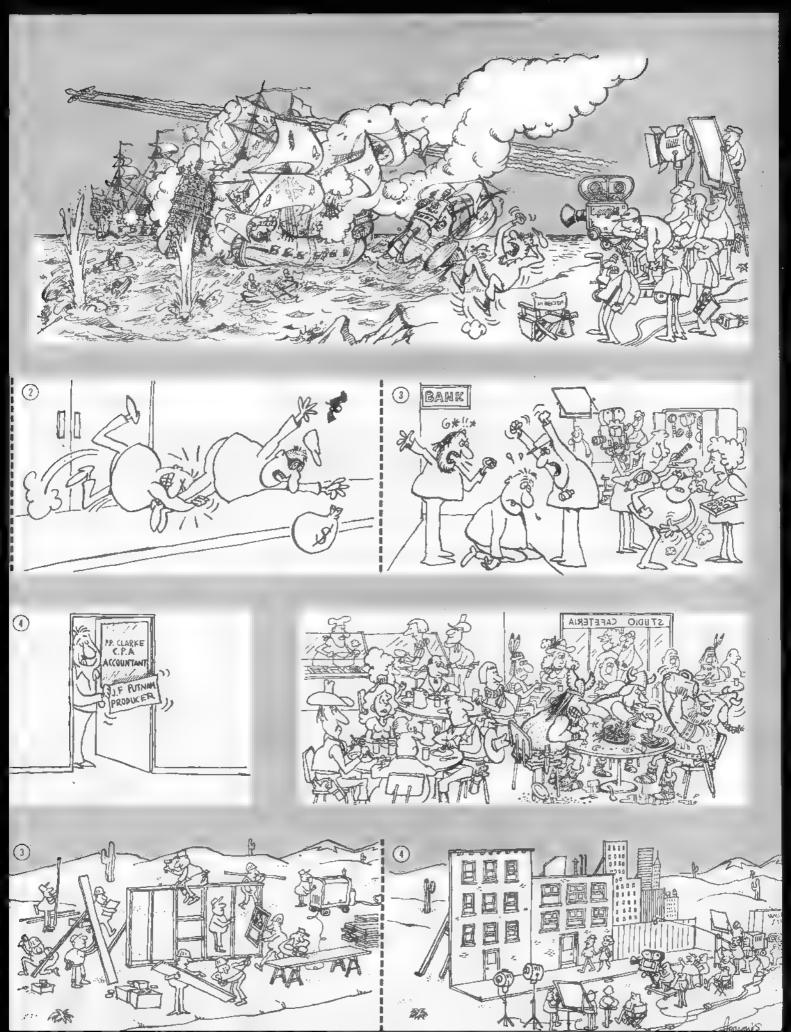












FONE-BONUS DEPT.

Telephone answering devices are becoming more and more popular. Millions of people are buying them, including some who don't even own phones! Now, that's popular!!! One of the great things about these recording devices is that people get in leave personalized messages. In order to show you how interesting and different these personalized messages can be, we decided in telephone several famous people to find out what their answering messages are like. But since we couldn't get hold of their telephone numbers, and since long distance phone calls are expensive, we did what we usually do! Mainly we called in a writer who promptly made up all these

FAMOUS PE ANSWERING

Hello, my fellow American! This is ex-President Ford speaking! I'm sorry I can't come to the phone right now, but I'm either playing golf in Palm Springs ... skiing in Vail ... or falling down a flight of stairs somewhere! If you will please leave your name and your telephone number at the sound of the beep ...

Hello! This is Congressman Milton Cowznofski! I'm busy right now, fashioning laws and molding doctrine that will affect the lives of all freedom-loving Americans! So please leave your name and number, and I'll try to call you back! However, if this is a dire

emergency, try calling me at the Happy Hours Motel!

Hey, Turkey! So you finally learned how to dial a phone!
Or did you reach me by mistake because you couldn't get
your fat little fingers into the right holes? Yes, this
is Don Rickles! Who'd you think it was, Zsa Zsa Gabor
with a cold? You want to leave a message for me? Tough!
Leave it where you usually leave messages . . . on the Bus
Terminal Bathroom wall! Hey, what the hell am I doing
this schtick for free for? If you want to hear more
insults, call my agent and ask him where I'm appearing!

Hello! This is Jessica Lange! I bought this telephone answering machine because I just knew that after my appearance in "King Kong," my phone would be ringing off the hook with fabulous offers! So please leave your name and phone number, and I'll get back to you as soon as time permits! Probably within the next two minutes!

This is How-ard Co-sell, a man who took mere sportscasting and turned it into one of the fine arts! Obviously, I am not presiding at my abode at this particular place in time, but feel privile;ged to have the chance to hear my voice, pre-recorded as it is! There will be no beep or opportunity for you to leave a message, as listing my accomplishments for just this past month will more than fill the tape time alloted on this recording device. So sit back, relax . . .

This is Ralph Nader! Your call is being answered by a Fonebone K-11 Automatic Telephone Answering Machine which is truly a piece of junk! A couple of wires, a cheap recording head, and for that you pay \$250.00! If you'd like to join me in my crusade to make companies stop over-charging for inferior equipment, please leave your name and telephone number after the beep, and let's pray this overpriced hunk of trash records it properly!



OPLE'S TELEPHONE MACHINE MESSAGES

WRITER: DICK DE BARTOLO

This is Erica Jong! I don't answer my phone any more because I'm sick of people calling and criticizing me for my loose morals! However, if you're not going to go into that ridiculous nonsense, please leave your name and number! And if you're a man between the ages of 28 and 38, please leave a complete description of what you look like, and what you like to do . . . even the kinky stuff! Especially the kinky stuff . . .!!

This is Billy Graham! I'm sorry I'm not in right now to help you with your problem, but perhaps God wanted me to be out! Perhaps He wanted me to be out so you could turn to Him for guidance, confident in the knowledge that He will never let you down! So why leave a message for me when you can talk directly to Him? And He's never out!

This is Danny Thomas! I hope you've been watching my TV series, "The Practice"—Wednesday nights on N.B.C.! By the way, in some areas, my original "Danny Thomas Show" is still being re-run by popular demand! But I'm not here to talk about humble me, or my humble talented daughter, Marlo Thomas, who made it all on her humble own! So at the sound of the beep, please leave your name and number . . . and why not a little pledge for my Saint Jude Hospital? Actually the hospital is all paid for, but we desperately need funds for a parking lot!

FONEBONE K-II AUTOMATIC

ONEBONE K-11 AUTOMATIC

Hi, this is Johnnie Carson, better known as God's Gift To The Internal Revenue Service! I can't come to the phone right now because I'm busy! How busy am I? I'm busier than shoe salesman waiting on an impatient centipede! C'mon, folks, these are the laughs! Where were you when I was fighting for my country? Okay, if you think you're so funny, at the beep, let's hear your material! Beep . . .

Hello! This is Stanfield Turner, the head of the C.I.A.! I can't answer the phone right now because I'm out! Which doesn't make much difference anyway, because I wouldn't answer my phone if I were in! I know what can be done with wire taps and bugging devices! I will, however, have someone get back to you! Don't bother to leave your name and phone number! We know who you are already . . . because all calls coming into this office are traced automatically!

Hi! This is **Bob Guccione**, Editor and Publisher of "Penthouse Magazine." I can't come to the phone right now, and if you were doing what I'm doing, you wouldn't want to come to the phone either!

DON MARTIN DEPT. PART II

ONE WEDNESDAY EVENING IN A RESTAURANT MEN'S ROOM













THE JOKE'S ON U.S. DEPT.

A couple of issues back, we suggested that those "Polish Jokes" you've been breaking up over (...that show how stupid Poles are supposed to be!) can't even compare to the "American Jokes" they're telling in Poland (...that show how stupid Americans really are!). As a result, MAD has gained many thousands of new fans...mainly in Warsaw, Krakow, Lodz and Wladyshawowa! Now, to please all our new-found, intelligent, discerning friends, here are

MORE AFRICANIES

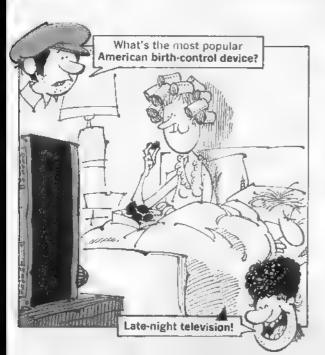
THEY'RE TELLING IN POLAND

ARTIST: PAUL COKER, JR.

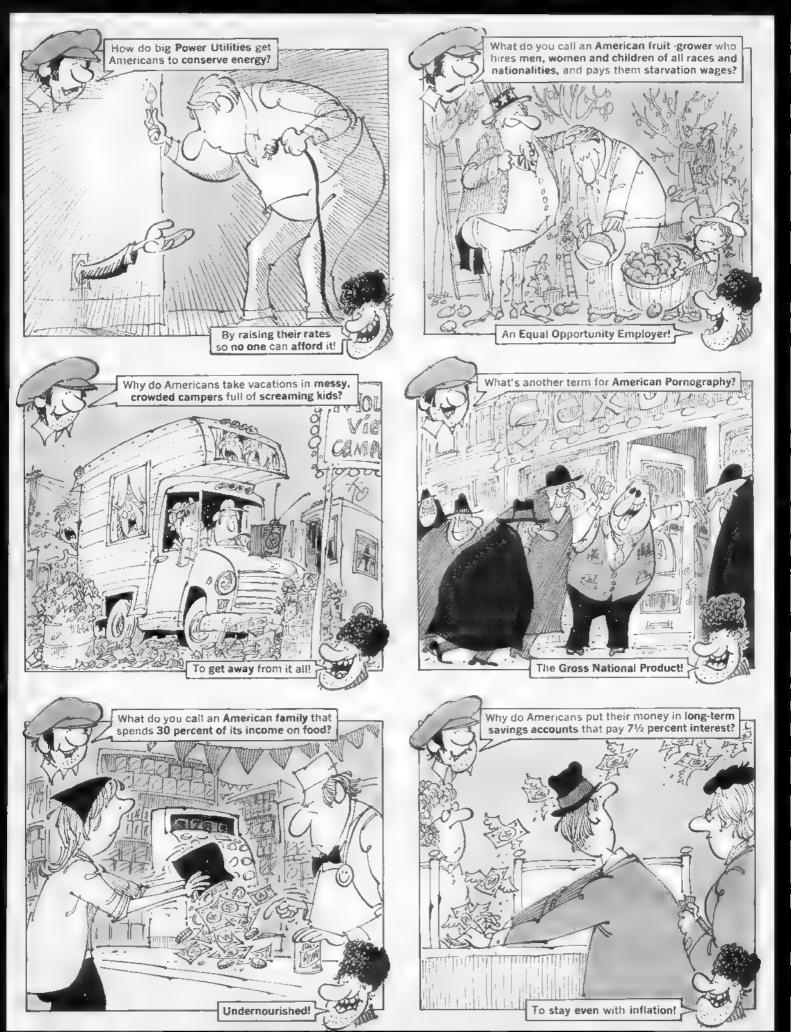


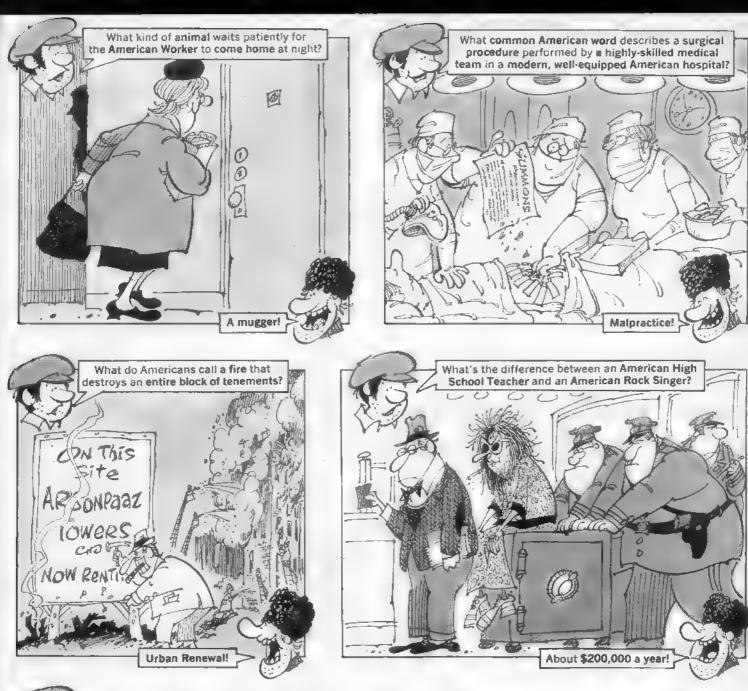
WRITER: FRANK JACOBS

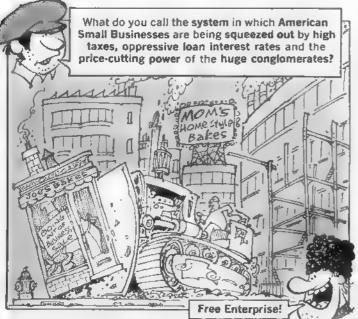














SICK TRANSIT GLORIOUSLY DEPT.

Nowadays, Travel Agencies are packaging all kinds of tours for all kinds of people with all kinds of special interests, all designed to help them relax, leave their tensions behind and have a good time. But that doesn't make any sense. People work hard their whole lives developing their tensions, mainly in the form of their neuroses! Why should they want to give them up? The truth is...most people prefer to carry their neuroses with them! So why not design tours specifically for them? We'll show you what we mean with



TRAVEL AGENCY'S SPECIALIZED TOURS FOR YOU AND YOUR NEUROSIS



THIS ISSUE:
THE
HYPOCHONDRIAC'S
SEVEN DAY TOUR OF
EUROPE

ARTIST: HARRY NORTH, ESQ. WRITER: STAN HART





You leave Kennedy Airport, New York, at 8:00 P.M., just in time to be exposed to the unhealthy damp night air. You'll be seated next to two other tourists, and God only knows what germs they've been exposed to. While on board, you'll receive head set for the movie, which might prevent you from hearing all the coughing and sneezing going on throughout the plane—but you'll know it's there. You'll be relieved to find that the utensils for your meals aloft are sealed in plastic bags, but the 6-hour flight will give you plenty of time to worry about whose filthy hands packed them inside the plastic bags.





You arrive in London and are whisked to your hotel overlooking the historic Thames River, the scene of the terrible London Plague of 1348. You'll spend the rest of the day at leisure, wondering if it was a "628-year-Plague," and it's time for it to return. You'll notice that the drinking glasses in your bathroom are wrapped in cellophane and marked "Sanitized For Your Protection." A little bit of British drollery there, since you know the maid only wipes the glasses with a dirty rag and shoves them into the cellophane. You'll also notice that the paper band over the toilet seat assures you that it, too, is "Sanitized For Your Protection"—probably with the same dirty rag used to wipe the glasses.







After hearty breakfast of English sausage (which will give you gas and make you think you're having a heart attack), you'll be escorted to all the points of interest in London. You'll tour Buckingham Palace (but not get to see the Queen, since she's probably ill and they want to keep it a secret for political reasons). At the Tower of London and Westminster Abbey, you'll see where all the famous Englishmen are buried (which will be a wonderful reminder of how fleeting life really is, and that death is always lurking, even for the great). The changes in temperature going in and out of these wonderful landmarks will probably give you a chill, so you can spend the next day in bed, nursing a cold.





You fly to Paris. The flight takes less than an hour, but it's a great opportunity to take your temperature and compare symptoms with fellow passengers. In Paris, you'll be escorted to the famous Eiffel Tower, where someone already at the top will probably spit, and the germ-laden spittle will undoubtedly land on your head. You will then visit Notre Dame Cathedral where you can pray you'll get out of this infested country alive. At night, you'll be taken to Pigalle, where you'll surely contract a venereal disease from sitting on a toilet seat in the Crazy Horse Saloon.



You leave Paris (and not a moment too soon!) and arrive in Rome. First, you will visit the Colosseum, where the Christians were fed to the lions, and where you can sit and reflect upon how lucky they were to have died quickly instead of lingering on, like you're doing. Next, you'll visit St. Peter's and The Vatican, where you can arrange for a private audience with the Pope so you can pray together for God to restore your health. (Only the Pope doesn't look too well himself, so what's he going to do for a nobody like you? Besides, imagine what you're liable to get by kissing His Holiness's ring! Who knows who kissed it before you!) At night, you'll dine at the famous Alfredo's, where the highlyseasoned food will give you diarrhea, or constipation, or both.

DAY 7



You are transported by bus to the fabulous French Riviera. The bus is especially designed so the windows don't close completely, exposing you to the dangerous 75 degree temperature and probably giving you pleurisy. In your hotel, instead of the usual Gideon Bible at your bedside, you'll find a volume of "Symptoms Of Incurable Diseases Of Europe" for introspective reading. You can visit one of the many lavish gambling casinos, where you can play roulette and wonder what kind of people handled the chips before you. From Nice, you'll fly home with enough time aloft (8 hours) to worry if the U.S. Health Service will allow you to re-enter the country with all the diseases you picked up on your fabulously exciting trip to Europe.

What are YOU doing home so early?!

I just couldn't take it any longer! You have no idea what a Businessman has to put up with! Strikes! Competition! Shortages! Inflation!



Yeah! Well, you have no idea

what a Housewife has to put

up with! Adultery! Incest!

Illegitimate children! Sex

My God! What goes on here when I'm gone?!?





BERG'S-EYE VIEW DEPT.

LIGHTER SIDE OF...

Hey, Bernard! Let's go to lunch!

Hold your horses! I haven't finished my morning routine yet!



Воу, YOU are the slowesti





Well, Yeah! What, in your creeping, petty pace, c'mon! haven't you method-We're Ically finished yet? hungry!



My coffee break!!



Dad, can I have some money to go to the movies! Hey! You mean a Saturday Afternoon Matinee?! That sure brings back some nice memories! Gene Autry serials . . . and a bunch of nifty cartoons! Boy, they sure turned me on!



Of course you can have the

SEXSATION



BNOONS

ARTIST & WRITER: DAVE BERG

TAT-TAT-TAT

RING

Will somebody answer the phone?! I'm practicing!!



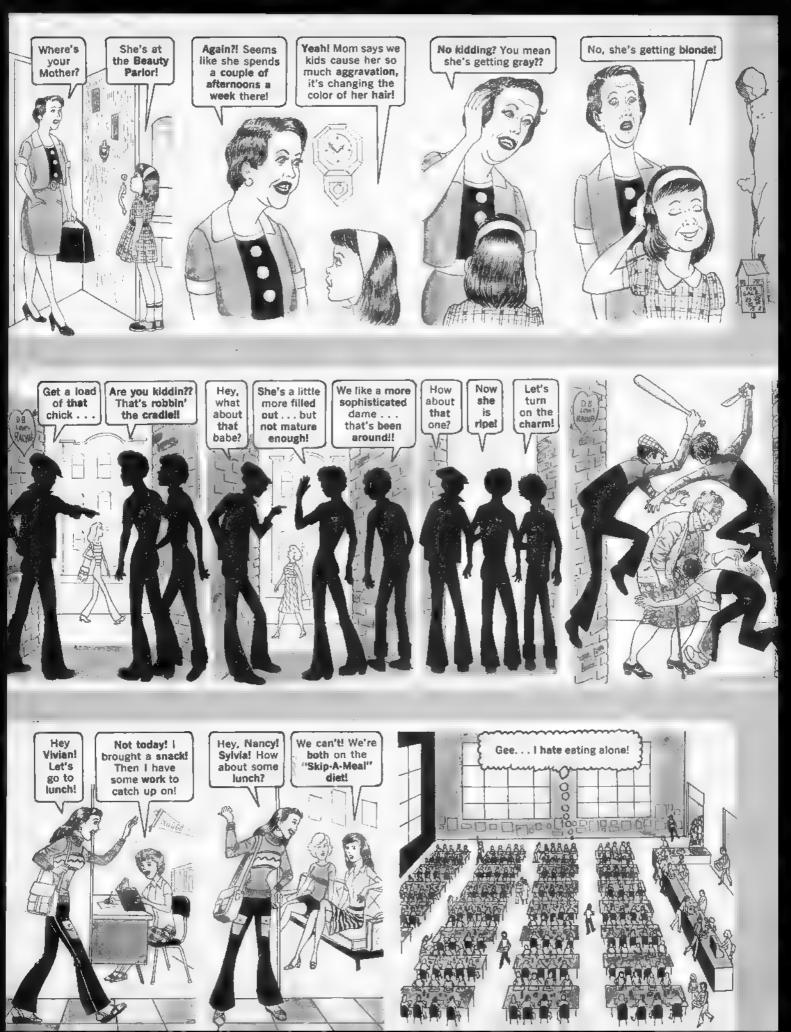
It's one of our neighbors, complaining about the noise you're making on the drums!

WHAT neighbors ... ?!

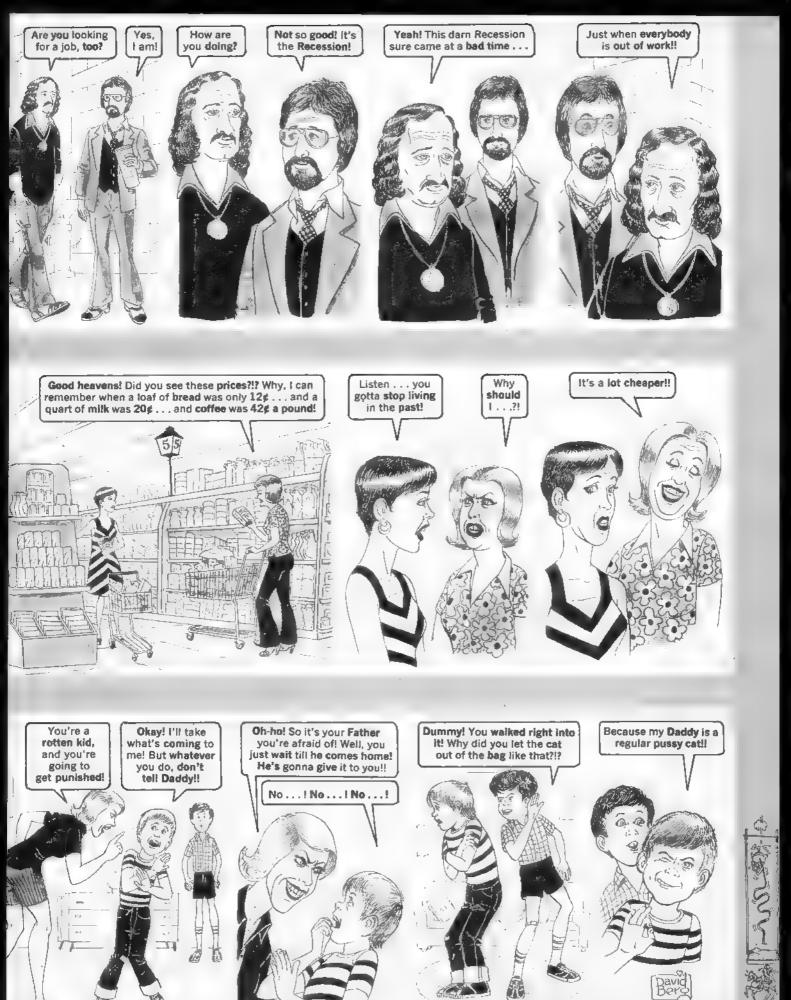
The Bowling Alley!!











LOOK FOR THE "UNION" ARMY DEPT.

Today, ballplayers, actors, writers, truck drivers, teachers, steel workers...people in almost every job or profession...belong to Unions. Except the Military! But that's gonna change because the American Federation of Govt. Employees is going to make a serious attempt to organize our Armed Forces. As citizens, we are all concerned with the Army (Mainly, how to stay out of it!), and so we'd now like to bring you
MAD preview of what it'll be like...

WHEN MEMBERS OF OUR ARMED FORCES IOIN A UNION

ARTIST: GEORGE WOODBRIDGE By God, if Patton This list of Remember Gentlemen, Listen, Senator . . . this We won't were alive, HE'D demands is lust the moment he it could the good Unionizing of the stand for ridiculous! The know how to deal have been old days. Services in going enters the that! The next thing you with this Union! ! a lot room, Pil "Seniority when we to destroy all know, Soldiers I mean, how do they call everybody worse! used the incentive in the System" is expect us to wage a will be asking They Army to Armed Forces! Men **UNAMERICAN!** to attention! war when the men equal pay with could've BREAK will be promoted Uh-except, SANITATION ioined the will only work a UP on SENIORITY of course, Who's coming? TEAMSTERS! 40-HOUR WEEK!?! **WORKERS!!** strikes!? The President? instead of MERIT! in Congress!

No . . .
somebody
even
more
important!
THE
CHIEF
SHOP



HOW MUCH IS ON FIRST? DEPT.

If Ernest Lawrence Thayer were still around, he'd probably agree that his "Casey at the Bat" is hopelessly out-of-date. Baseball has changed a lot over the years, and today balls and strikes don't seem nearly as important as negotiations, high salaries and players' fringe benefits. Our National Pastime has become a battle for the Big Money, which means it's time to rewrite "Casey at the Bat" and retitle it

CASEY AT THE TALKS

ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

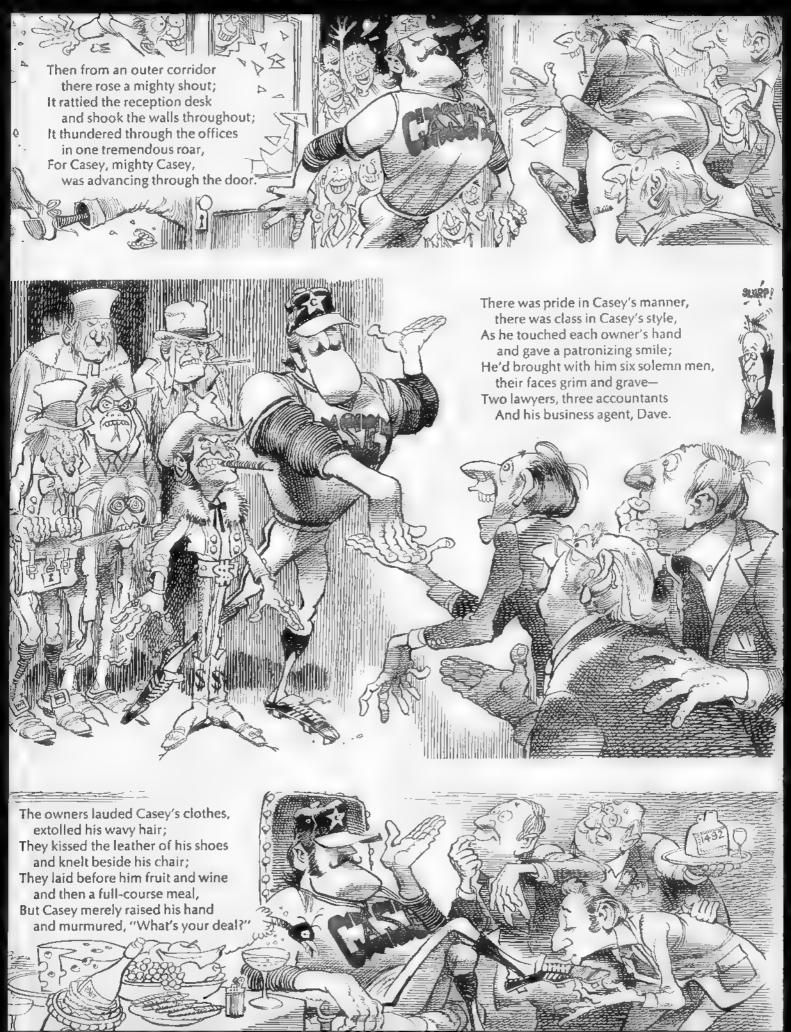


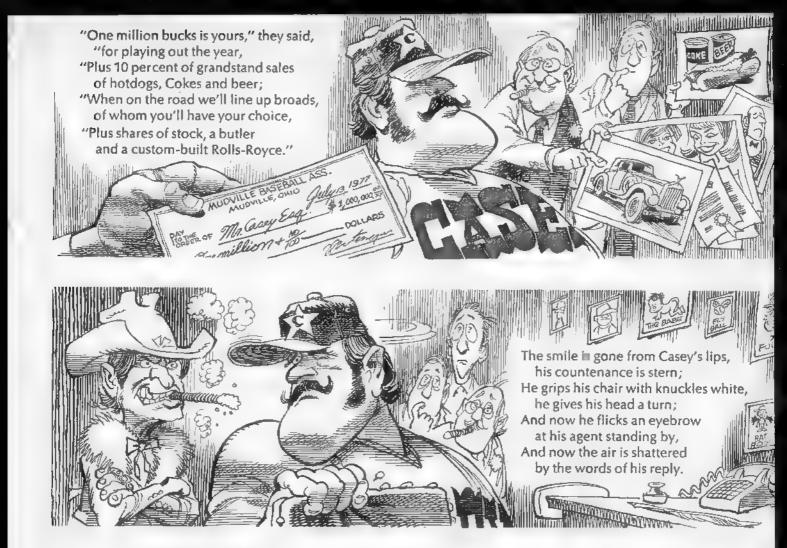


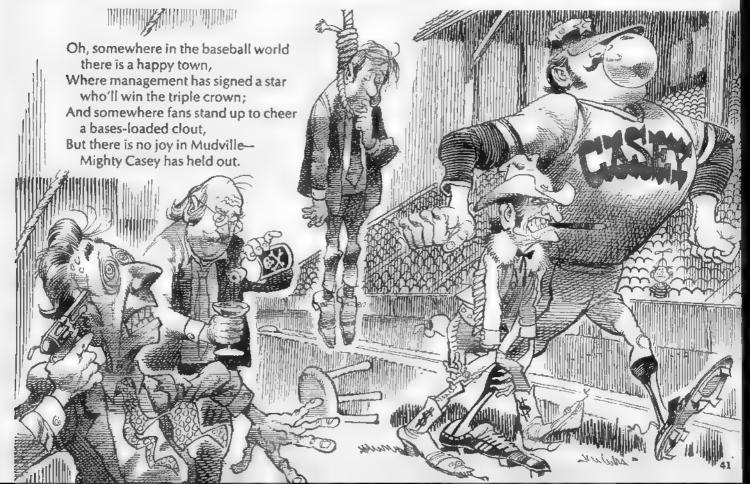
They scanned their ledgers gloomily without a hint of cheer;
The falling season-ticket sales foretold a losing year;
They clung to one small, distant hope, an optimistic dream—
The fans would pack the stands with mighty Casey on the team.

For Casey was a superstar that any club would prize,
Who last year led the league in hits,
home runs and RBIs;
For months the phone-calls made to him were scornfully declined;
A god he was, unreachable and, what was worse, unsigned.

39

















PRIVATE-EYEFULS DEPT.

Once upon a time, there were three little girls who attended the Police Academy . . .

They were graduated and assigned hazardous duties! Hazardous to the rest of the Police Force, that is!







But I took them away from all that, and now they work for me as private detectives. Three glamorous, gorgeous private detectives. How's that for a new angle on fighting crime? My name is Churlie, and I call my girls . . .

CITURLES ANGLES

present and accounted for. Churlie! Go

Good morning, Boresly! Good morning, Jolly ... Saccharina ... Killy! I've got a nice for you today!

Great! We could use a break after that last stint in the Women's

so bad! it was for ME! Hook

It wasn't

And the week before, we were up to our necks in OUICKSAND , and all my

WRITER: LOU SILVERSTONE

And how about that shootout in the Amusement Park the week before that?!?

This week, girls, there will be no guns...and no violence! It'll be a piece of cake! Give them all the details, Boresly...



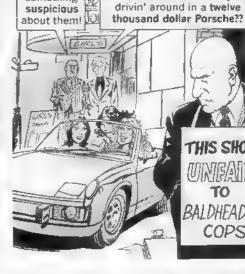












No, I mean

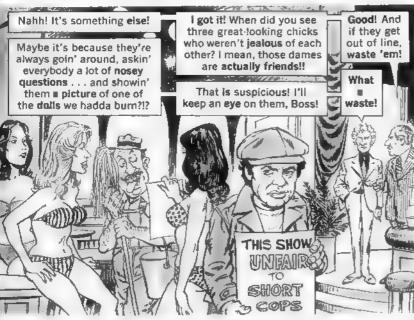
there's

something

Could it be that they're

supposed to be unemployed

GoGo Dancers, and they're







Hey, I think we just hit

In my purse!



Now we know







CHARLIE

TW POLICE WOMEN

LATE ONE FRIDAY NIGHT ON AN UPTOWN STREET CORNER









WHERE
ARE SOME
OF THE
WORLD'S
GREAT OIL
DEPOSITS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

With Mankind facing an energy crisis, the search for oil is becoming more and more important every day. Recent events have made the world acutely aware of some very significant oil deposits. To find out just where these are, fold in the page as shown.



AL

FOLD THIS SECTION OVER LEFT

◆B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE UNDAUNTED GEOLOGISTS ARE SEARCHING FOR OIL OVER LAND AND SEA. THEY WILL GO ANYWHERE, FROM SIBERIAN WASTELANDS TO TROPICAL ISLAND PARADISES, TANTALIZED BY THE REWARDS THAT GO TO SUCH SEEKERS

A

4B

WHERE
ARE SOME
OF THE
WORLD'S
GREAT OIL
DEPOSITS?



AND FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE UNDER LIBERIAN

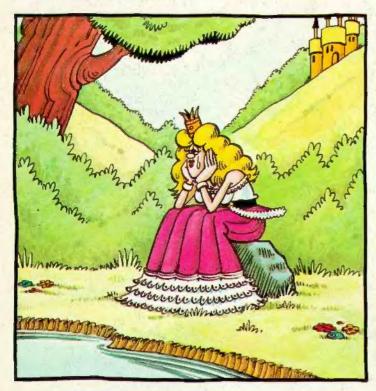
TANKERS

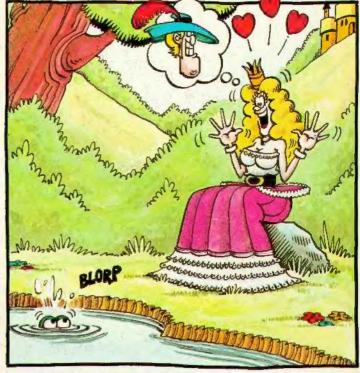
A►∢B

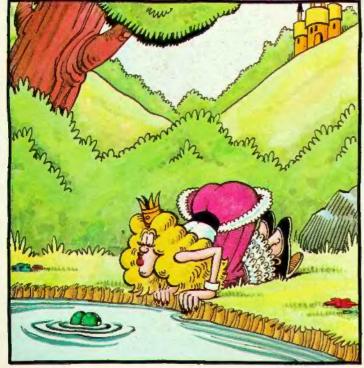
MORE S Farry Jales

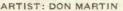
SCENES WE'D LIKE TO SEE

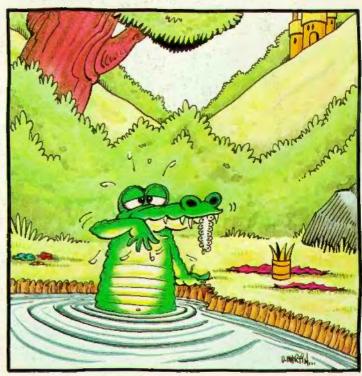
(THE FROG PRINCE)











WRITER: DON EDWING